



## **Vix Technology creates cashless SmartSite® at Royal Melbourne Show**

### **APAC, 12 OCTOBER 2015**

Visitors and exhibitors have enjoyed more convenient, secure and speedy transactions at the Royal Melbourne Show this year, thanks to a new smartcard payment solution developed by Vix Technology for Victoria's largest annual community event.

Over 11 days of the show, from September 19-29<sup>th</sup>, more than 150,000 payment transactions were made using the contactless card reader terminals installed throughout Melbourne Showgrounds, in partnership with POS experts NCR. Vix issued thousands of smartcards for the event, which attracted over 440,000 visitors.

The Vix SmartSite® system was delivered to assist The Royal Agricultural Society of Victoria (RASV) drive a range of new innovations in line with its "Towards 2020 Strategy". Future events could benefit from real-time data analytics and a tailored smart phone application, to allow smart phones to replace smartcards for ticketing, payment and cash top-ups - making a day at the Show even easier.

RASV CEO Mark O'Sullivan said the technology upgrades would not only improve the show experience for visitors, but would minimise the security risks associated with managing high volumes of cash transactions at Melbourne Showgrounds events.

"We're always looking for efficiencies to provide a more convenient, safe and enjoyable day out for families," O'Sullivan said. "These upgrades have made it easier for visitors to access rides and attractions, and exhibitors, to buy food and drinks with the tap of a smartcard."

"It's not only convenient for visitors and exhibitors, but the data analytics possibilities can provide us with new insights into visitor behavior so we can better cater to their needs. With more upgrades and innovations in the pipeline, we were looking forward to a successful partnership with Vix Technology."

### **Royal Melbourne Show Vix SmartSite® highlights:**

#### **Catering**

157 POS terminals and 76 card readers

#### **Rides and attractions**

Card readers at more than 50 rides and attractions

#### **Transactions**

150,000 payment transactions on Vix issued smartcards

Peter Bouhlas, Managing Director for Vix Technology Asia Pacific, said the Melbourne Showgrounds rollout highlights the flexibility of Vix SmartSite®, which had been adopted by stadiums and remote mining villages.

“We’re excited to be working with RASV to enhance the experience for the hundreds of thousands of visitors to the Royal Melbourne Show, and other high-quality events held at the Showgrounds each year,” Bouhlas said. “Vix SmartSite® will give RASV a deeper understanding of its customers, with the future introduction of smart phone technologies such as a mobile-wallet, will provide new opportunities for loyalty rewards and real-time patron engagement.”

Bouhlas said Vix Technology’s end-to-end smartcard, POS and data analytics solution is being adopted by a range of sporting codes/clubs to boost fan and member engagement, including NRL club Melbourne Storm and Super Rugby team, Melbourne Rebels, at their shared AAMI Park home ground. Vix is also deploying the technology at remote mining villages to provide fly-in-fly-out workers a simpler and more efficient living environment with OH&S and resource benefits for mine site operators.

**For further information please fill out the contact form on our website.**

## **NOTES TO EDITORS**

### **About RASV:**

The Royal Agricultural Society of Victoria (RASV), supports industry by conducting events such as the Royal Melbourne Show, which celebrates and promotes excellence in Victorian agriculture.

RASV also manages Melbourne Showgrounds, Victoria’s largest and most versatile venue for trade shows, exhibitions and events. Feature events held at Melbourne Showgrounds include Equitana, Gift & Homewares fair, International Truck, Trailer & Equipment Show, Stereosonic, Victorian Caravan Camping & Touring Super Show and the National 4X4, Fishing Camping & Outdoors Expo.

### **About Vix Technology:**

Vix Technology is a leader in smart booking, ticketing, payments, real-time information and data management solutions for large-scale transport networks working with more than 200 customers worldwide.

Vix leverage more than 25 years industry experience designing, operating and maintaining proven next-generation ticketing, payment and loyalty platforms to help governments and businesses manage around five billion transactions a year and create new ways to connect with their customers.

Harnessing the latest technologies, Vix now also works with major sporting clubs, mining communities and event venues to boost engagement, save resources and enable powerful data-driven loyalty and reward schemes through simple solutions that achieve measurable growth and increase customer satisfaction.